Polling Results

San Joaquin Valley Growth Response Study

Joint Advisory and Stakeholder Committee Meeting

Fresno, California

February 26, 2004

Prepared by

Strategic Initiatives

405 E. Branch Street
Arroyo Grande, CA 93420
(805) 474-8105
strategicinit.com

In Conjunction with Jones & Stokes

Table of Contents

Process Overview

The San Joaquin Valley Growth Response Study (SJVGRS) is a demonstration project that focuses on evaluating urban development form at the regional scale. Phase III of the project includes development of a land use allocation model and visualization and indicator models to assist the Cities of Fresno and Clovis and the Counties of Fresno and Madera in assessing alternative growth scenarios. The project includes extensive outreach from a diverse group of stakeholders, local elected officials, and affected agency staff. The stakeholders include transit proponents, the League of Women Voters, the Sierra Club, the business community, health organizations, resource agencies, and environmental justice groups.

A joint meeting of the Advisory Committee (government agency staff) and Stakeholders Committee was held on February 26, 2004, in Fresno, California. The purpose of the meeting was threefold:

- To update the committees on the progress of the project since the September 2003 workshops,

- To present the best case scenario, and

- To solicit input on alternative land use and transportation scenarios.

Interactive polling technology was used to solicit input on alternative land use and transportation scenarios. Each participant was provided with a remote FM radio input terminal to respond to questions generated by computer and projected on a large screen. The technology provided the ability to quickly poll the participants and view the responses. The results were tabulated and immediately presented back to the group for discussion. Demographic information was collected to assess different perspectives of participants based on the sector of the community and the geographic area that they represent.

Responses were solicited from the participants on the following issues:

- Likely changes in development patterns,
- Expected levels of growth in various activity centers,
- The likelihood of alternative transit options being implemented,
- The ability for various corridors to accommodate increased density and enhanced transit options,
- Confidence in the modeling process,
- Potential for implementation of a high-rise corridor, and
- The usefulness of the meeting.

This report presents the results of the interactive surveys. The observations and conclusions from the discussion were recorded and will be reported separately. It is important to note that the interactive polling process was designed to stimulate discussion and understanding of the perspectives of the various participants. It was not designed to be statistically representative of the community as a whole.

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 1

Demographic Information

Demographic information was collected from the participants to better understand the makeup of the group and to view and discuss the polling results by demographic category. The following charts present the results of the demographic poll. Polling results of demographic groups with only one participant are not reported in this report in order to maintain the anonymity of the participants.

What sector are you here representing today?
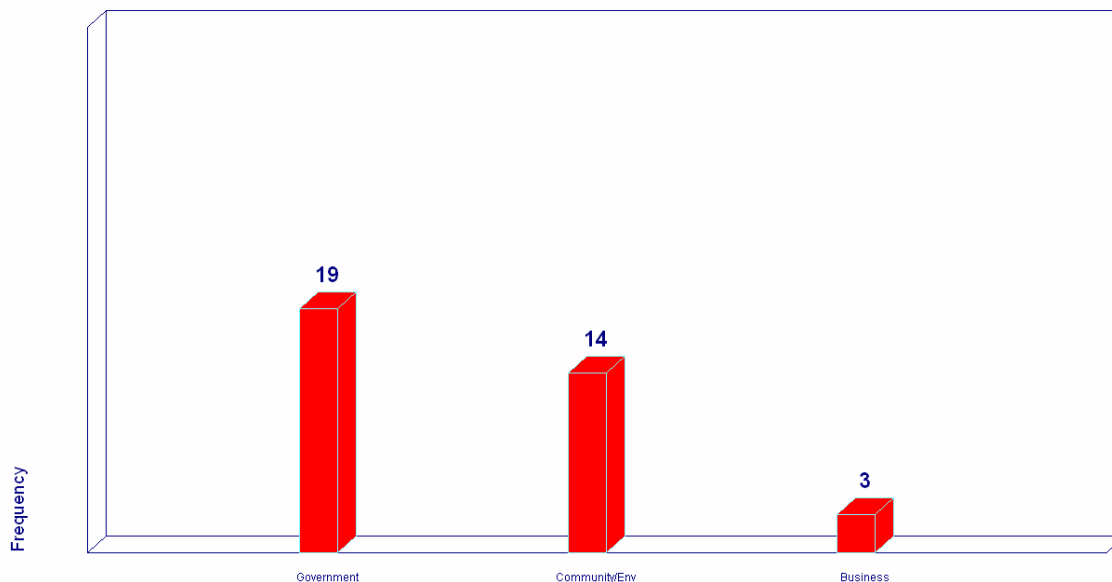
What subarea of the Growth Response Study Area do you represent?

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 2

Strategic Initiatives
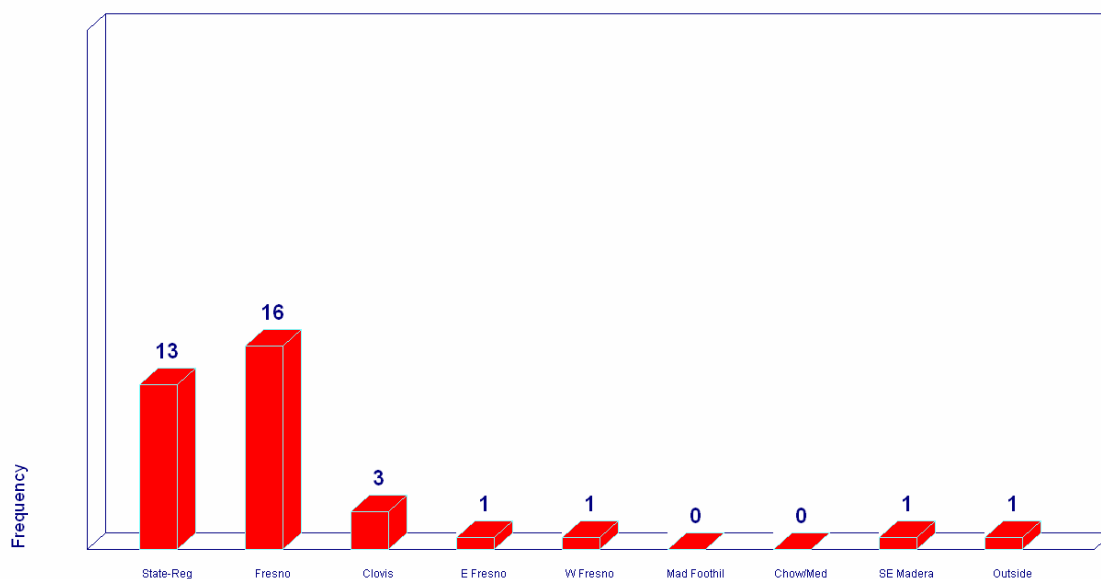
Development Patterns Most Likely to Occur

The participants were asked the following question regarding their opinion about the type of development patterns most likely to occur in the study area.

> *Given what you know about market conditions and community preferences in the Study Area, and assuming related policies are reflected in the General Plans, which of these development patterns do you think is most likely to occur? (pick one)*

1. **No changes in overall density.** Includes:
   - (A) Maintain average densities by density category:
     1) Low Density Residential at an average of 4.5 dwelling units per acre (du/ac)
     2) Medium Density Residential at 8 du/ac
     3) High Density at 20 du/ac
   - (B) Maintain distribution of future growth between density categories, including:
     1) 50 percent low density and 50 percent medium/high density residential in Fresno SOI.
     2) 60 percent low density and 40 split medium/high density in the rest of the Study Area.

2. **Increase in Average Densities in each Density Category.** Includes:
   - (A) Increase average densities by 20–50%:
     1) Low Density Residential at an average of 6 du/ac
     2) Medium Density Residential at 10 du/ac
     3) High Density at 30 or more du/ac
   - (B) Maintain current distribution of units between density categories.

3. **Shift Distribution of Units to Higher Density and Mixed-Use Categories.** Includes:
   - (A) Maintain average densities at the same level.
   - (B) Increase proportion of medium/high density development relative to low density.

4. **Shift Distribution to Higher Density and Mixed-Use Categories and Increase Average Densities.** Includes:
   - (A) Increase average densities with:
     1) Low Density Residential at an average of 6 du/ac
     2) Medium Density Residential at 10 du/ac
     3) High Density at 30 or more du/ac
   - (B) Increase proportion of medium/high density development relative to low density.

The responses for all of the participants and each demographic group are presented in the following charts. There was no clear consensus on the future development pattern expected to occur. Governmental representatives tended to favor pattern 2—increase average density in each density category—while Community and Environmental Interests envisioned pattern 4—shift distribution to higher density and mixed-use categories and increase average densities.

Expected Development Patterns within the Study Area
(All Participants)
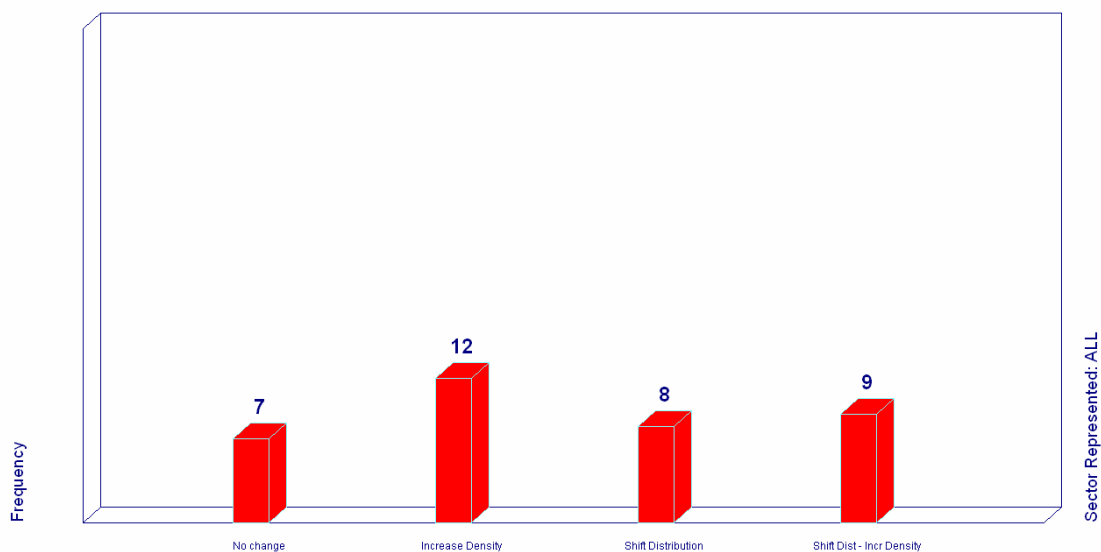
Expected Development Patterns within the Study Area
(Government Sector Representatives)

Strategic Initiatives
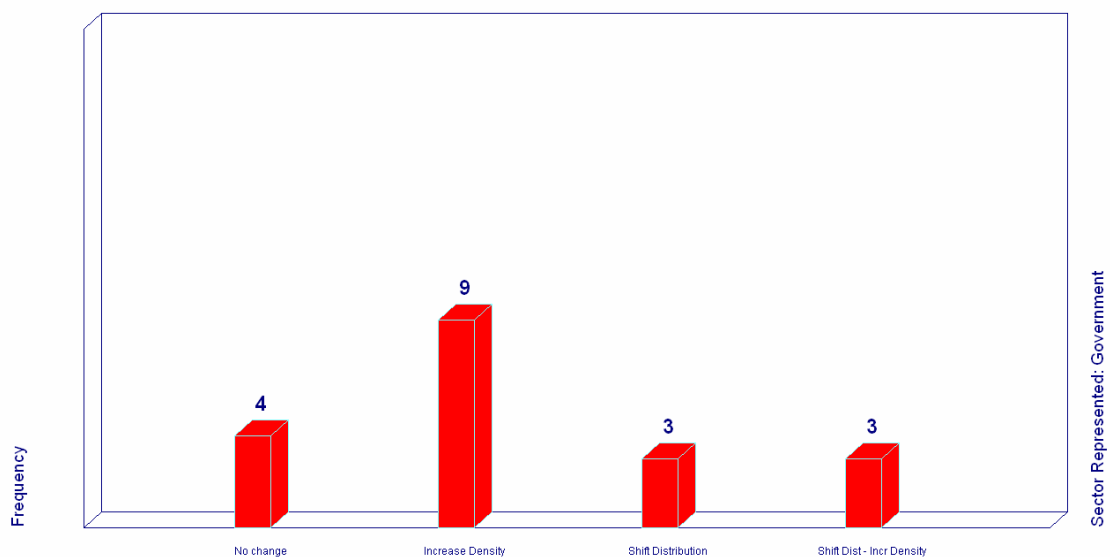
Expected Development Patterns within the Study Area
(Community and Environmental Sector Representatives)
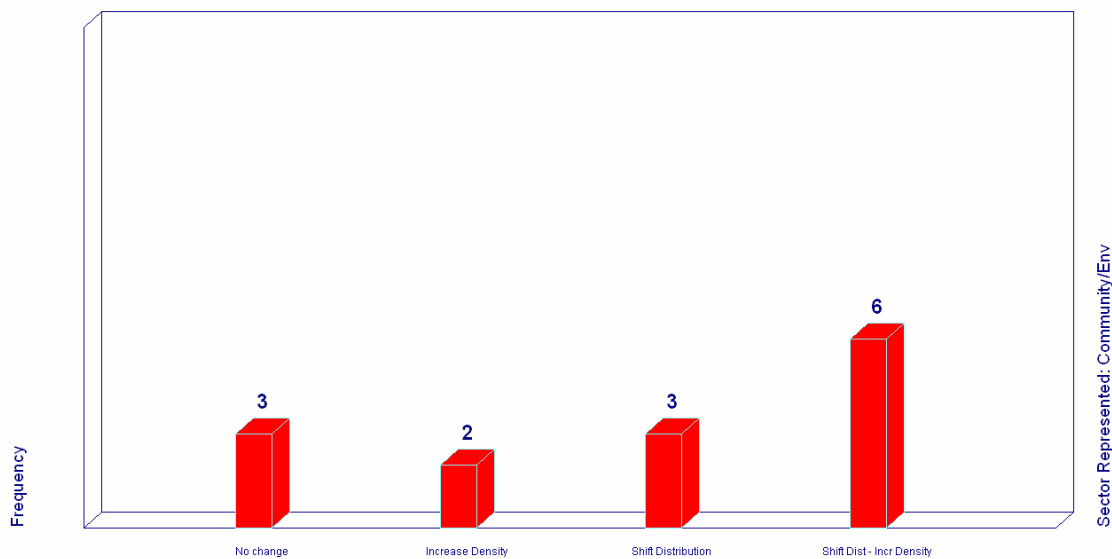
Expected Development Patterns within the Study Area
(Business Sector Representatives)

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 5
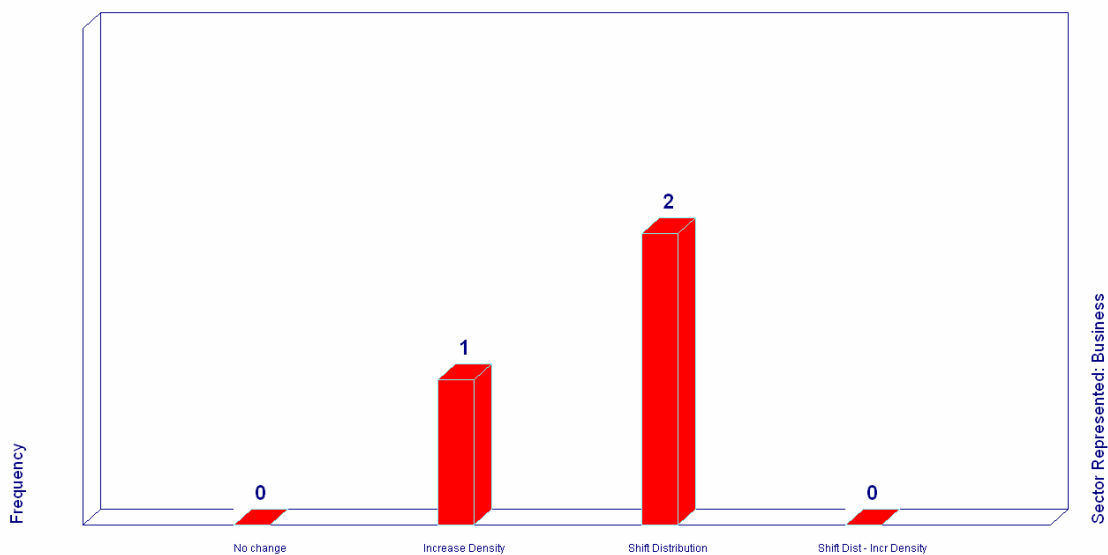
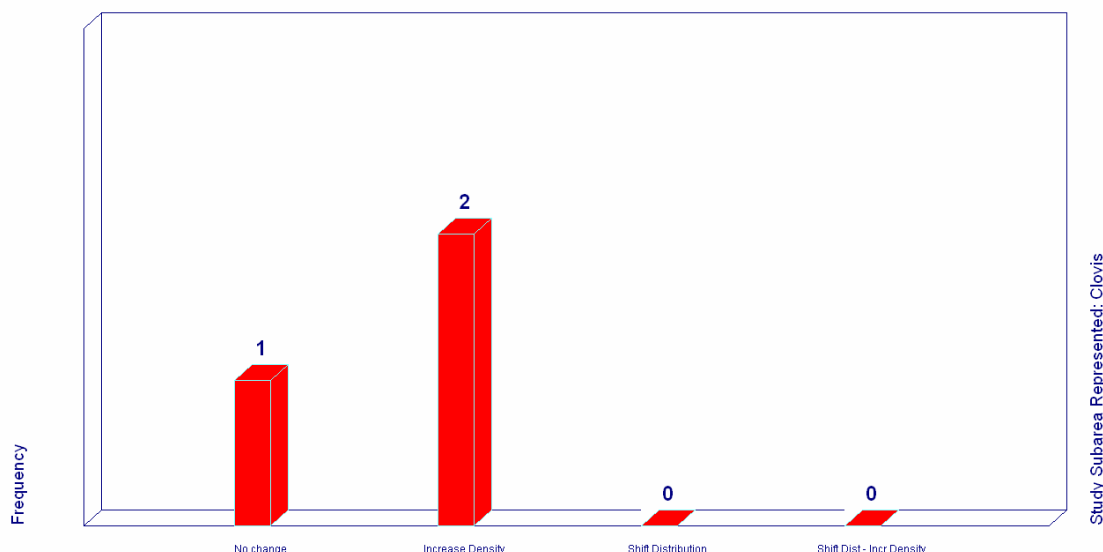## Expected Development Patterns within the Study Area
(State and Regional Subarea)
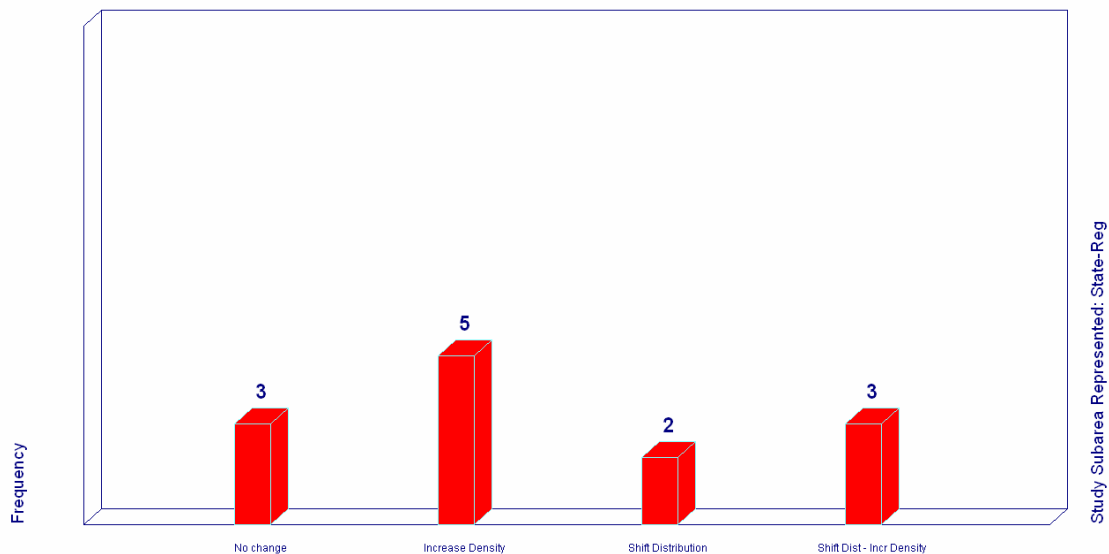
Expected Development Patterns within the Study Area
(City of Fresno Subarea)

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 6
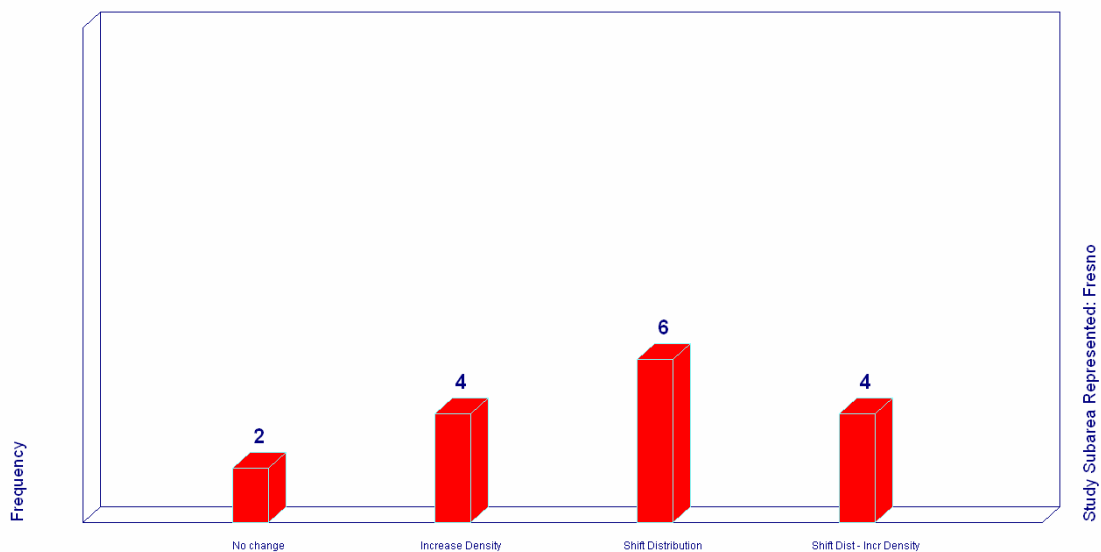
Expected Development Patterns within the Study Area
(City of Clovis Subarea)

Future Intensive Growth Areas

Participants were asked their opinion regarding the potential for intensive growth at each of thirteen potential activity centers throughout the study area.

> *Given what you know about market conditions and community preferences in the Study Area, and assuming related policies are reflected in the General Plans, what level of growth do you expect to occur in these land use activity centers?*
>
> *1 = Minimal*
> *2 = Moderate*
> *3 = Significant*

Activity Centers

A. Downtown Madera/City of Chowchilla
B. Madera Community College Area
C. Southeast Madera County
D. Woodward Park Activity Center
E. Bullard Loop Area
F. West of SR 99 Growth Area
G. Downtown Clovis/Sierra Vista Mall Area
H. Clovis' Southeast Village
I. Manchester Center Area
J. Tower District/Fresno City College Area
K. Downtown Fresno Freeway Loop Area
L. Fancher Creek/SE Fresno Area
M. Kings Canyon/Chestnut Fair Grounds Area

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants. The results of the survey are not statistically representative of the community as a whole.

Page 7

The following chart illustrates the average ratings of the participants for each growth center.

Growth Levels Expected to Occur in Various Land-Use Activity Centers?
(Average Rating - All Participants)
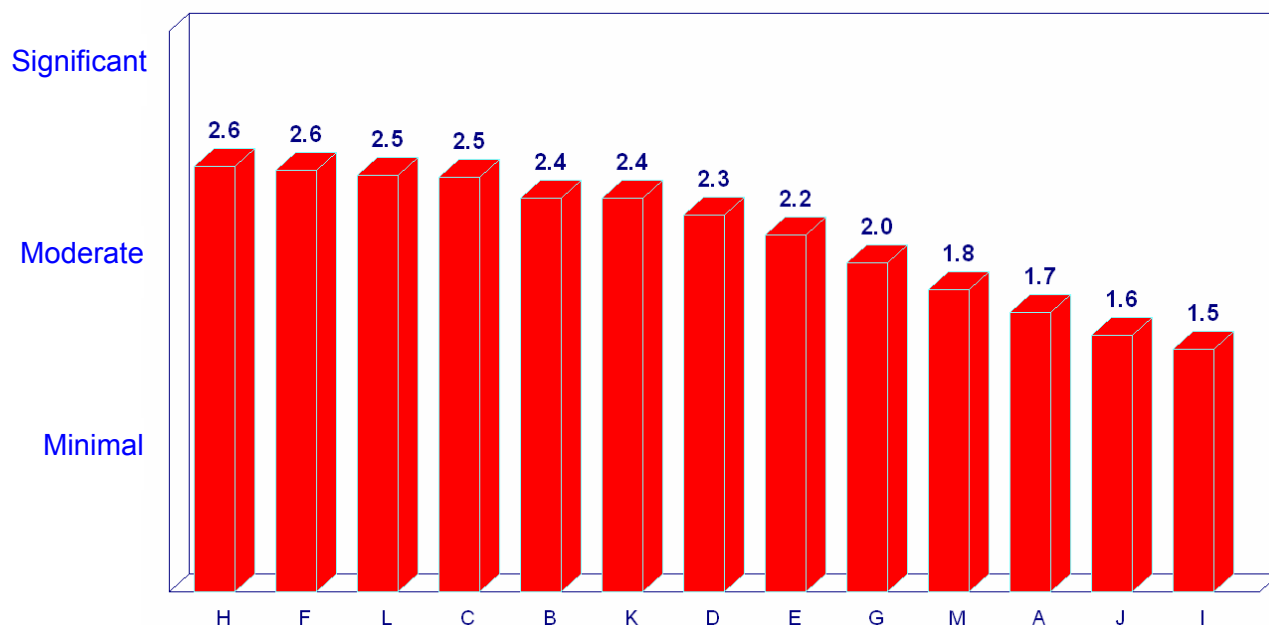
A. Downtown Madera/City of Chowchilla
B. Madera Community College Area
C. Southeast Madera County
D. Woodward Park Activity Center
E. Bullard Loop Area
F. West of SR 99 Growth Area
G. Downtown Clovis/Sierra Vista Mall Area
H. Clovis' Southeast Village
I. Manchester Center Area
J. Tower District/Fresno City College Area
K. Downtown Fresno Freeway Loop Area
L. Fancher Creek/SE Fresno Area
M. Kings Canyon/Chestnut Fair Grounds Area

The table on the following page presents the average rating for each of the individual demographic groups. Charts illustrating the results for each demographic group are shown in Appendix A, and the histograms presenting the distribution of responses for each activity center and demographic group are shown in Appendix B.

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 8

Growth Levels Expected to Occur in Various Land-Use Activity Centers?
(Average Rating by Demographic Group)

Area	All Participants	Sector Represented			Study Subarea Represented		
		Government	Community / Environmental Interest	Business	State or Regional	City of Fresno	City of Clovis
Number of Participants	36	19	14	3	13	16	3
H-Clovis' Southeast Village	2.6	2.7	2.4	2.7	2.7	2.6	2.3
F-West of SR 99 Growth Area	2.6	2.6	2.6	2.3	2.6	2.5	2.3
L-Fancher Creek/SE Fresno Area	2.5	2.6	2.4	2.7	2.5	2.4	3.0
C-Southeast Madera County	2.5	2.6	2.4	3.0	2.6	2.4	2.7
B-Madera Community College Area	2.4	2.4	2.4	2.3	2.4	2.3	2.3
K-Downtown Fresno Freeway Loop Area	2.4	2.3	2.4	2.7	2.2	2.7	2.3
D-Woodward Park Activity Center	2.3	2.3	2.2	2.3	2.1	2.5	2.3
E-Bullard Loop Area	2.2	2.4	1.9	2.0	2.4	2.1	1.7
G-Downtown Clovis/Sierra Vista Mall Area	2.0	2.0	1.9	2.3	1.9	2.2	1.7
M-Kings Canyon/Chestnut Fair Grounds Area	1.8	1.6	2.2	1.3	1.6	2.1	1.7
A-Downtown Madera/City of Chowchilla	1.7	1.6	1.8	1.7	1.6	1.9	1.3
J-Tower District/Fresno City College Area	1.6	1.4	1.9	1.3	1.3	1.8	1.7
I-Manchester Center Area	1.5	1.3	1.6	1.7	1.4	1.8	1.0

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants. The results of the survey are not statistically representative of the community as a whole.

Page 9

Likelihood of Future Transit Options

The participants were asked about the likelihood of future transit options by responding to the following question for each of the five alternative transit options shown below.
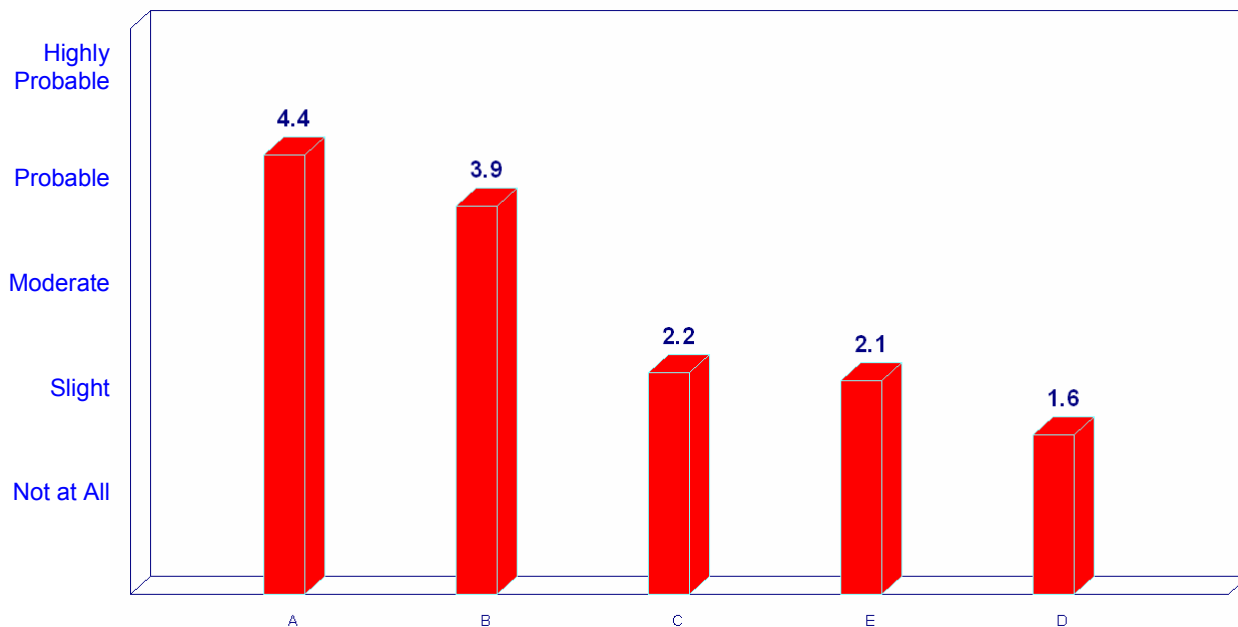
> *What is the likelihood that these transit options will occur given expected feasibility constraints (costs of right-of-way, cost of equipment, funding availability, etc.)?*
>
> *1 = Not at all likely*
> *2 = Slight*
> *3 = Moderate*
> *4 = Probable*
> *5 = Highly Probable*

Transit Options

- A. Traditional Fixed Service Transit with Enhanced Express Commuter Bus Service
- B. Bus Rapid Transit
- C. Streetcars/Light Rail
- D. Monorail
- E. Commuter Rail

Likelihood that Transit Options will Occur?
(Average Rating - All Participants)

This survey was structured to explore and understand the various perspectives of the participants. The results of the survey are not statistically representative of the community as a whole.

Strategic Initiatives

The following charts present the histogram or distribution of opinions for each of the transit options. The results by demographic group are presented in Appendix C.

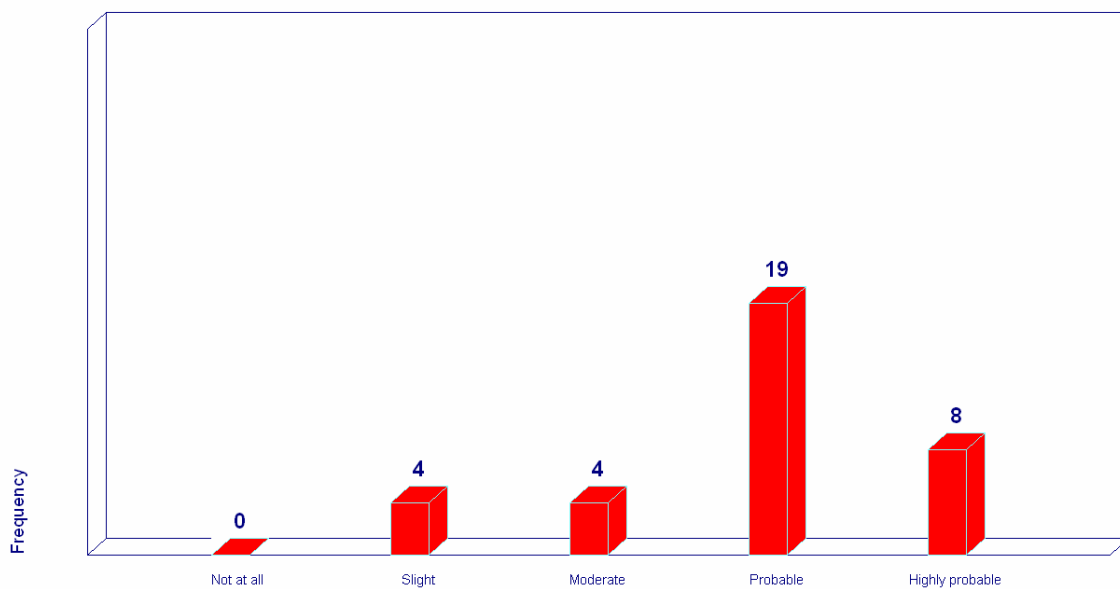### A-   Traditional Fixed Service Transit with enhanced Express Commuter Bus Service

B-   Bus Rapid Transit

Strategic Initiatives   *This survey was structured to explore and understand the various*
perspectives of the participants.   The results of the survey are not   Page 11
statistically representative of the community as a whole.

C-   Streetcars/Light Rail

E-   Commuter Rail

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Page 12
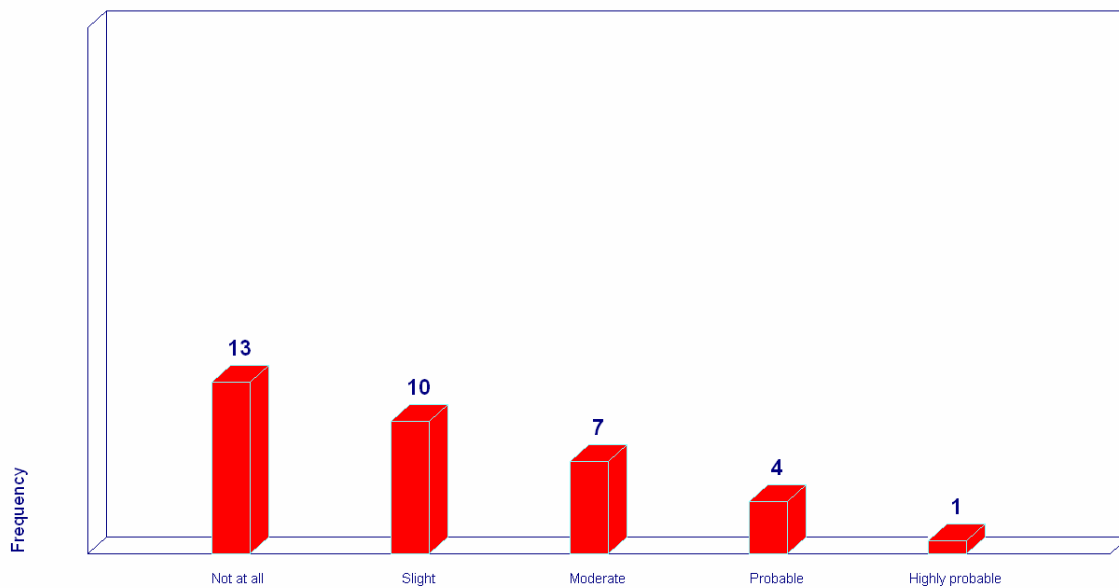
D-   Monorail
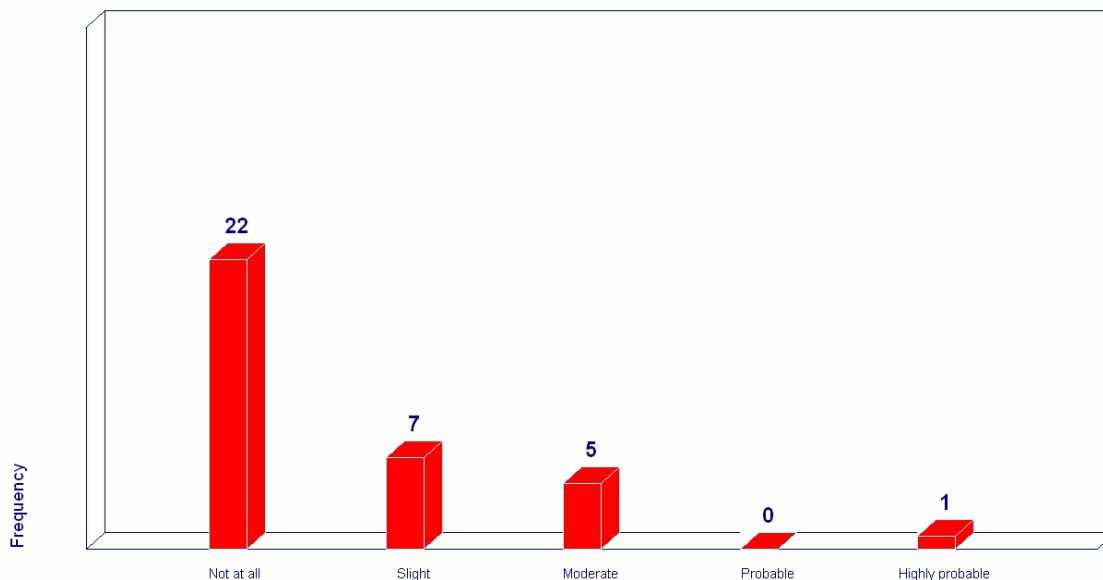
Ability for Corridors to Accommodate Increased Density, Redevelopment and Mixed-Use, and Enhanced Transit Options

The participants were asked their opinion regarding the ability of the following corridors within the study area to accommodate increased densities, redevelopment and mixed-use, and enhanced transit options.

   A.   SR 99 - Merced County Line to Tulare County Line
   B.   Cleveland Ave - Rd 23 to Tozier
   C.   Ave 12 or Ave 9 - SR 99 to SR 41
   D.   Herndon - Palm to Temperance
   E.   Shaw - Grantland to Temperance
   F.   Whitebridge/SR 180 - SR 99 to Brawley
   G.   Ventura/Kings Canyon - SR 99 to Temperance
   H.   SR 41/Blackstone - Nees to Downtown
   I.   SR 41 - SR 145 to the San Joaquin River
   J.   Cedar - Kings Canyon to Nees
   K.   Clovis - Jensen to Herndon

The participants responded to the following question for each of the above corridors:

   To what extent do you think this corridor will accommodate increased densities, redevelopment and mixed-use, and enhanced transit options?

   1 = Not at all
   2 = Poorly
   3 = Acceptable
   4 = Reasonably well
   5 = Very well

The results of the poll for all the participants are shown on the following chart.

Ability of Corridors to Accommodate Increased Densities, Redevelopment and Mixed-Use, and Enhanced Transit Options?
(Average Rating - All Participants)
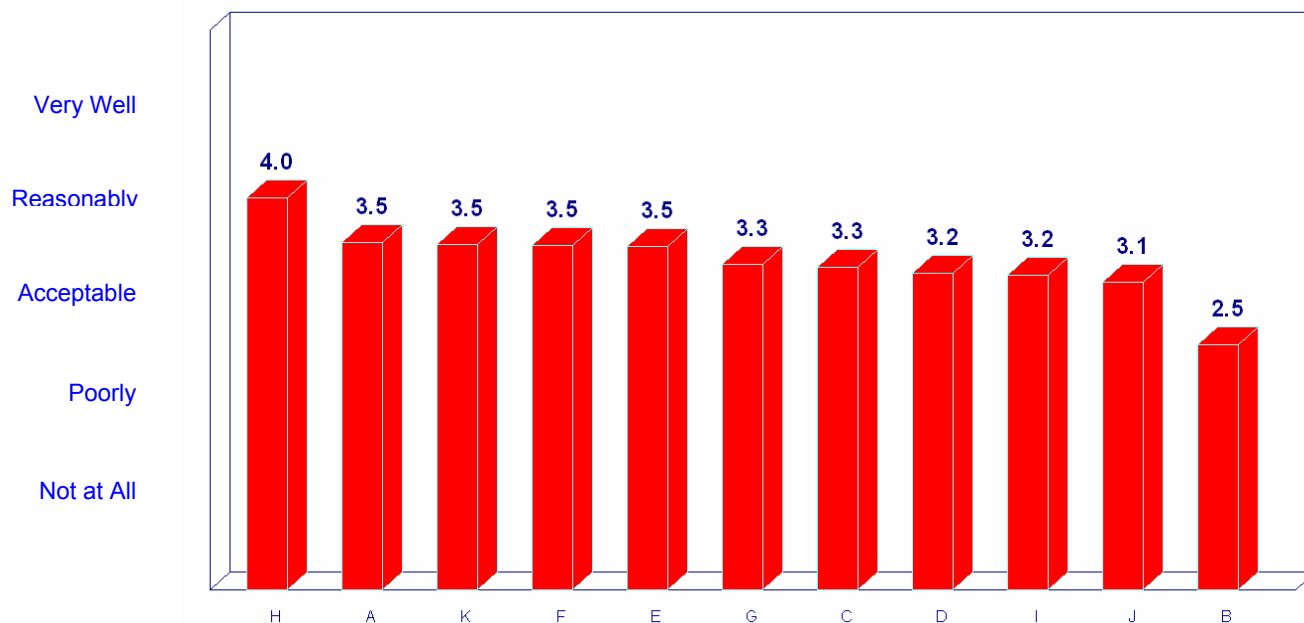
A. SR 99 - Merced County Line to Tulare County Line
B. Cleveland Ave - Rd 23 to Tozier
C. Ave 12 or Ave 9 - SR 99 to SR 41
D. Herndon - Palm to Temperance
E. Shaw - Grantland to Temperance
F. Whitebridge/SR 180 - SR 99 to Brawley
G. Ventura/Kings Canyon - SR 99 to Temperance
H. SR 41/Blackstone - Nees to Downtown
I. SR 41 - SR 145 to the San Joaquin River
J. Cedar - Kings Canyon to Nees
K. Clovis - Jensen to Herndon

The table on the following page presents the average ratings for each of the individual demographic groups. Charts illustrating the results for each demographic group are shown in Appendix D, and the histograms presenting the distribution of responses for each demographic group are shown in Appendix E.
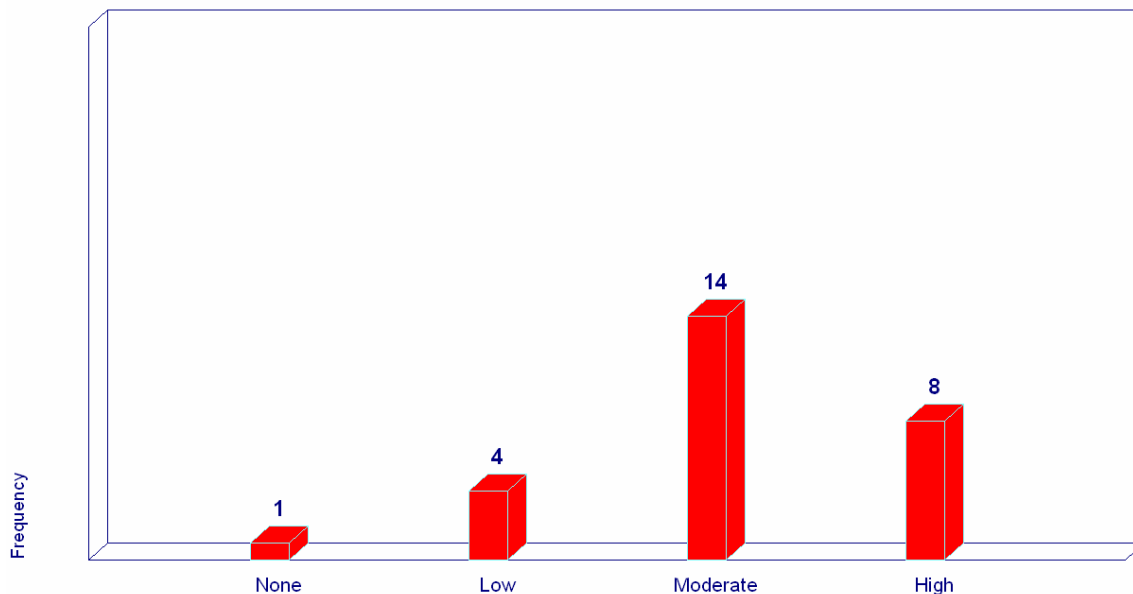
Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants. The results of the survey are not statistically representative of the community as a whole.

Page 14

Ability of Corridors to Accommodate Increased Densities, Redevelopment and Mixed-Use, and Enhanced Transit Options?
(Average Rating by Demographic Group)

Corridor	All Participants	Sector Represented			Study Subarea Represented		
		Government	Community / Environmental Interest	Business	State or Regional	City of Fresno	City of Clovis
Number of Participants	33	18	12	3	12	15	3
A-SR 99 - Merced County Line to Tulare County Line	3.5	3.7	2.9	4.7	3.3	3.7	3.3
B-Cleveland Ave - Rd 23 to Tozier	2.5	2.7	2.0	3.0	2.9	2.2	2.0
C-Ave 12 or Ave 9 - SR 99 to SR 41	3.3	3.3	3.1	4.0	3.6	3.0	2.3
D-Herndon - Palm to Temperance	3.2	3.3	3.1	3.3	3.2	3.3	3.7
E-Shaw - Grantland to Temperance	3.5	3.3	3.5	4.5	3.0	3.6	4.5
F-Whitebridge/SR 180 - SR 99 to Brawley	3.5	3.4	3.4	4.3	3.5	3.5	2.3
G-Ventura/Kings Canyon - SR 99 to Temperance	3.3	3.5	3.0	3.3	3.5	3.1	3.7
H-SR 41/Blackstone - Nees to Downtown	4.0	3.8	4.2	4.0	3.8	4.3	4.0
I-SR 41 - SR 145 to the San Joaquin River	3.2	3.1	2.9	4.7	3.2	3.2	3.0
J-Cedar - Kings Canyon to Nees	3.1	3.2	3.0	3.0	3.1	3.1	3.3
K-Clovis - Jensen to Herndon	3.5	3.4	3.5	4.0	3.2	3.9	3.0
A-SR 99 - Merced County Line to Tulare County Line	3.5	3.7	2.9	4.7	3.3	3.7	3.3

This survey was structured to explore and understand the various perspectives of the participants. The results of the survey are not statistically representative of the community as a whole.
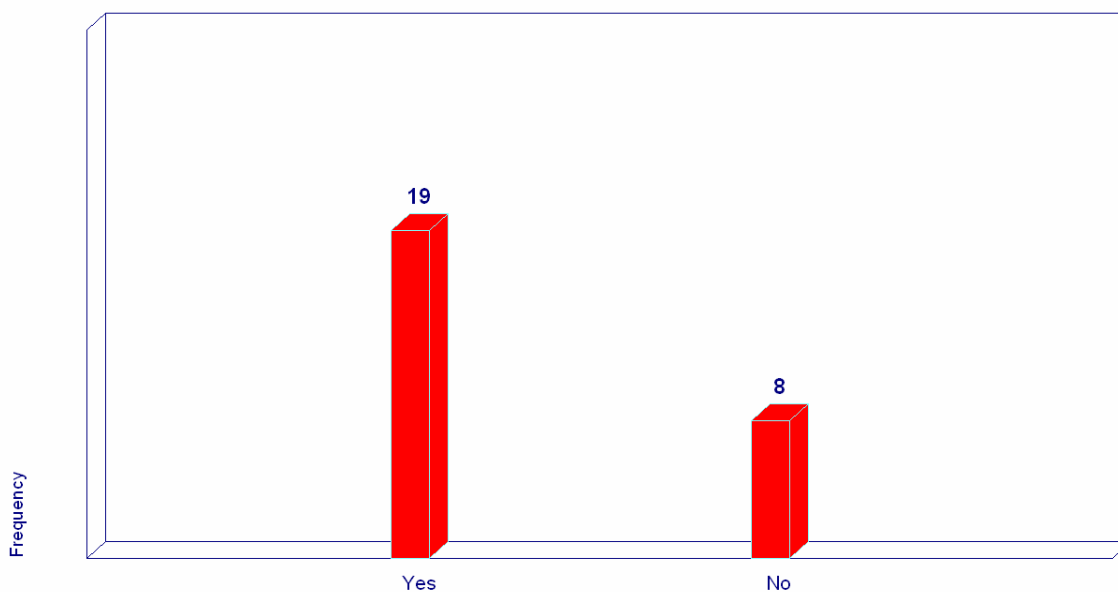
Wrap-Up Questions

At the conclusion of the meeting, the participants were asked their opinion regarding the modeling process, the potential for implementation of a high-rise corridor, and whether they felt the meeting was useful. The results are presented in the following charts. The results by demographic group may be found in Appendix F.

What level of confidence do you have in the modeling process?

Do you believe that a high-rise corridor can be implemented?

Strategic Initiatives

This survey was structured to explore and understand the various perspectives of the participants.   The results of the survey are not statistically representative of the community as a whole.

Was this meeting useful?